

## REG PLUMB HEADS SASK. EXHIBITORS

### TALK OVER CENSORSHIP, 16 MM. SUNDAY SHOWS, TICKET TAX

The Restricted Adult classification recently introduced by the Saskatchewan film censor and the exhibition of 16 mm. films on Sunday in certain situations, along with the municipal amusement tax, occupied much of the discussion at the annual meeting of the Saskatchewan Motion Picture Exhibitors Association, which took place last week in the Bessborough Hotel, Saskatoon. About 50 exhibitors from all parts of the province were present and they heard C. S. Chaplin, general manager of United Artists, the guest speaker during the afternoon session.

Among those present at the dinner which closed the meeting were Harry Jones, MP; the Hon. C. C. Williams, Minister of Labor for the Province and cabinet spokesman for the Theatres & Cinematograph Branch; Deputy Mayor Wm. Gray; and E. Knowles and N. Patterson, respectively editor

(Continued on Page 6)

### Subsidy Proposal Provokes Interest

Nat Taylor's recent series about the potential future of feature motion picture production in Canada has stirred fresh interest in a subject that is a half-century old. Taylor's contention that profitable features can be made by knowledgeable people, as reiterated

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### Extra Financing For Trans-Video

A six-figure investment by a well-known financial figure in Trans-Video Productions, the company which leased Canadian Film Industries for the making of TV commercials and series, has provided additional financing and its program, as announced in July

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### They're Off For Can. TV Stakes

The Board of Broadcast Governors, at its two-day meeting in Ottawa last week, began consideration of some 60 briefs, about 20 of them from the Toronto area, and all offering opinions and suggestions about Canadian broadcasting. The brief of the Association

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### Calgary Supply Company Has Faith In Future

Sharp's Theatre Supplies Ltd. of Calgary, operated by W. G. Sharp, is making a \$90,000 investment for a new split level building at 1st Ave. and 4th St. which it expects to be open on or around Jan. 15, 1960. The company will have 6,000 square feet of working space.

"The reason we are putting up a new building to house our activities is that we have complete faith in our abilities to operate a successful theatre supply company in the ensuing years," states Sharp. He feels that "our abilities and services will be required in the successful operation of theatres in this area."

W. G. Sharp is the son of the veteran exhibitor, W. H. B. Sharp, whose circuit, begun in 1924, eventually reached about 46 locations. In 1932 the senior Sharp acquired the Stevens

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### Paramount Buys 'Satan'

Satan, a novel by the late H. De Vere Stacpoole, has been purchased by Paramount as a property for Roger Vadim, popular French director recently signed to a studio contract. The story, to be made at the Paramount studio, is a romantic adventure drama at sea in the Caribbean.

## Short Throws

GOVERNMENT of Australia is embarrassed by something that leaves Canadian Provincial governments unembarrassed. Australia has federal film censorship and classification and/or treatment of motion pictures for theatres has reached as high as 35 per cent in a year. But, like Canada, theatre films go on Government TV stations untouched, so that inconsistency, discrimination and absurdity rule. The matter will be brought up in Parliament. The film-theatre people pay censorship fees and feel robbed. In Canada film censorship is a provincial right, so that fees are paid in nine out of ten provinces, but TV is federal and the provinces can't regulate or change what goes on it. Since the purpose of censorship is to protect immature minds from being exposed to harmful content in theatres, it seems silly in the face of the fact that films enter the home freely.

COMEDY TEAM of Marshall & Noonan, stars of 20th Century-Fox' The Rookies, will meet the press at a luncheon in the Park Plaza Hotel, Toronto, on Nov. 9, at which they will entertain and show some sequences from the film. They will fly to Montreal that afternoon to be guests at the dinner of the Quebec Allied Theatrical Industries at the Queen Elizabeth Hotel. On Nov. 19 Sam Glasier, 20th-Fox Canadian ad-pub director, will be shepherding Fabian, star of Hound Dog Man.

CANADIAN Theatre Centre, 1237 Sanguinet St., Montreal, is making a survey of various theatres and halls to discover what facilities they have to offer so that the information can be made available to domestic and foreign touring companies. Desired are complete details as to stage size, wing space, dressing rooms and

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## 162 French Dubs Due For Quebec Market

The leading Canadian distributors of Hollywood and British films will release 162 French dubs and about 40 French originals into Canada's French-language market during the 1959-1960 season, a survey by this publication shows. Most of the sources of patronage are in Quebec, although there is some activity in other provinces.

All the dubbed films will be from Hollywood, with the exception of 12 from Britain from Rank Film Distributors and six from Russia through Astral Films. The number of French originals will be much greater than the 40 carried by the leading national distributors, since there are a num-

(Continued on Page 3)

### 'Nine Coaches Waiting'

Dome Productions, new company formed by Mel Ferrer and Dorothy Kingsley, will make Nine Coaches Waiting for Columbia.

### Bookers' Xmas Party At Prince George Dec. 7

Fifth annual Bookers' Christmas Party will take place in the Fiesta Room of the Prince George Hotel, Toronto on Monday, Dec. 7. Program calls for cocktails at 6, dinner at 7 and dancing to Curley Posen and his orchestra will follow. Price is \$3 per person and the party is open to all in the industry.

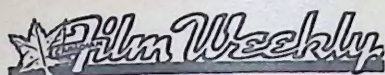
Curly Posen and Syd Sniderman are handling arrangements and tickets can be obtained from them and from bookers in every exchange and circuit office.

### Ray Tubman, Ottawa, Heart Attack Victim

City manager for Famous Players in Ottawa, Ray Tubman, died last week of a heart attack, we learn as we go to press. Born in Chicago and brought up in Ottawa, he was a leading athlete and was wounded

at Vimy Ridge in WW 1. He got into the theatre business in Calgary at the Palace, joined Famous Players in 1925 and worked in a number of cities until given management of the Capitol Theatre, Ottawa, in 1932.





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## SUBSIDY PROPOSAL

(Continued from Page 1)

ated in his Our Business column in this publication, seems to have awakened the ideal of a theatrical production industry.

Recently Dick Newman of The London Free Press devoted his column, Show Beat, to a Taylor column from here, How to Make the Dream Come True. In it Taylor called on Ottawa to help, observing: "Interestingly enough, a form of subsidy does not have to be a burden on the country or the taxpayer." The foreign earnings they would bring to Canada and the income taxes from Canadian film workers would lessen the burden. "As a great trading nation we desperately need a film production industry," the article said. "Our government has the means of sparking it and there is no longer an excuse for delay."

The Kitchener-Waterloo Record was also attracted to Taylor's opinion and assigned a reporter to interview him during his recent visit to Kitchener. Another interesting observation was by Ed Hocura in The Hamilton Spectator, who headed his review of Allied Artists' *The Bloody Brood* "Will This Film Pave the Way?" The *Bloody Brood*, a Canadian film produced by Julian Roffman and Yvonne Taylor, deserves to be a success if "it will prove to be the stepping stone to the world film market. On that basis alone, it deserves to be a success."

### 'Strangers When We Meet'

Barbara Rush has been signed by Columbia to star with Kirk Douglas, Kim Novak and Ernie Kovacs in *Strangers When We Meet*, now before the cameras.

### MGM's 'Only In America'

Only in America, scheduled for Broadway opening November 19th, adapted for the stage from Harry Golden's sensational best seller, has been purchased by MGM. With its setting in Charlotte, North Carolina, the warmly dramatic story of Golden's success as the publisher and editor of the Carolina Israelite is told with rich humor.

## 162 French Dubs

(Continued from Page 1)

ber of companies with headquarters in Montreal which release such product exclusively. The largest and oldest of these is France Film.

French-dubbed Hollywood films are responsible for the radical change in the composition of the Quebec market, which began when Warners tried *All This and Heaven Too* in Quebec City and did sensational business. Warners was able to do this because French law made dubbing obligatory for a certain number of features if import licences were to be obtained. *All This and Heaven Too* was one of these.

An indication of the size of the change can be had from the fact that in 1944, when French dubs were still a trickle, about 70 per cent of Quebec's theatres played films in the English language only and the current figure is 15 per cent. These percentages are based on the figures provided by Clare Appel, executive director of the Canadian Motion Picture Distributors Association.

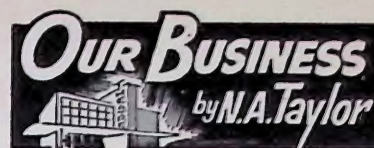
The flood of French dubs, growing out of the desire of France to aide its own industry, has its adverse side, for the Canadian revenue of its film makers has been cut sharply. Quebec was an important source of income and even in 1956 it was France's fifth larg-

est film market. In 1955 the French Cinema Centre in NY reported that the first six month's yield from Canada was £48,000 compared to £92,000 for the same period in the previous year.

Quebec is an important section of the Canadian market for Hollywood and British companies as well, ranking next to Ontario. For example, of the \$75,584,442 that came into the boxoffice of Canadian non-drive-in theatres in 1958 \$19,385,056 came from Quebec.

Ontario has about four cities where French-language films are played occasionally, Manitoba has one and there are about eight in the Maritimes — mainly in New Brunswick. A few Ontario parish halls and one Alberta theatre play 16 mm. films in French. Some film societies rent French films.

In the following information the number of original French films to be released by each company appears in parenthesis: Warner Bros. — 15, Columbia — 16 (12-14), MGM — 14 (1), Astral — 18 (12), Paramount — 20; IFD — 18 (6), AA — 6; 20th Century-Fox — (16); United Artists — 15 (2); Rank — 12 (6); Disney — 6; Universal — 13; Republic — 9. The last three products come through Empire-Universal Films, with the Republic pictures having been made the last year it was in business.



### CANADA CAN DO IT

To judge by the reviews of and the public reaction to *The Bloody Brood*, a feature film recently completed here, one may conclude that it is



possible for Canadians to make a theatre attraction that is professional and playable. The producer, Julian Roffman, has a long line of film credits but this is his first Canadian venture in theatrical features.

Almost all past production in Canada has been in the short-subject and documentary fields. Most of it has been undertaken by the National Film Board, a Government-owned organization, which has earned an enviable international reputation and many festival awards, as well as much praise for the standard of its work. However, short subjects have just about the same relationship to feature films as short stories do to novels. A country's literature is not judged by its short stories.

In the field of literature Canada has progressed to the point where many books are published annually and some compare favorably with those of any other country. We would hate to look back on Canada as a country with writing talent capable solely of creating short stories. We are proud of our published literature and we should like to look forward to the time when we may react in the same way to the features which our film-makers create.

From time to time Hollywood and England have purchased Canadian novels. One of the latest has been Hugh MacLennan's *The Watch that Ends the Night*. Canadian short stories and TV shows have been drawn upon for feature films, among them *The Sheriff of Fractured Jaw* and *Time Lock*. If such stories were made into films right here in Canada they would have a more authentic flavor. A novel by Sinclair Ross with a prairie background, *The Well*, has just been purchased and will be made here. This is commendable progress.

It is worthy of note that Julian Roffman is himself an alumnus of the National Film Board. He has successfully crossed the river between the short subject and the feature-length film. There must surely

(Continued on Page 7)

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## News Clips

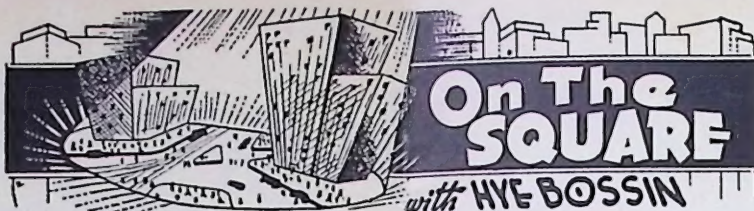
Meridian Films Ltd. will have an open house at its studio on Woodbine Ave., Toronto on Nov. 14. It will show its videotape equipment . . . W. Palmer Hayhurst, president of F. H. Hayhurst Co. Ltd., is the new president of the Canadian Association of Advertising Agencies . . . Sunday hockey games for which admission is charged may be stopped in Winnipeg if a rumored appeal by the Lord's Day Alliance is successful . . . The Roxy, Yorkton, Sask., was overhauled by Rothstein Theatres . . . Harry Brandt, prominent exhibition figure, has been elected Chief Barker of the New York Variety Club, which is Tent 35 . . . Leonard Kaufman of NY has been named general house counsel of Paramount Pictures as successor to the late Louis Phillips.

Sam Pinanski of the TOA, Ben Marcus of National Allied and A. Montague of the MPAA have been re-elected the Governing Committee of the USA's all-industry organization, COMPO. They have been retained in lieu of a president . . . NABET, radio, TV and studio union, re-elected George W. Smith as its International president at its recent convention in Chicago . . . J. D. Nixon became program director of the CBC's English TV network and Bruce Raymond program director of English radio networks—both senior executive appointments under Eugene Hallman, director of English network programming . . . The CBC board of directors are studying a five-year capital program, TV regulations and general programming and a statement is due on these.

Allied Artists is entering TV production with two series, to go before the cameras after the end of the year. The company will make them for ABC Films, a subsidiary of American Broadcasting-Paramount, which will be the distributor . . . The Strand, Bridgetown, NB, and the O'Leary, Verdun, Quebec, have reopened, the Kedgwick, Fatima, NB, has closed and the Melody, Montreal, is now the Cinema Elysee and being operated by Cin-Etoile Inc., of which Dr. Jean-Paul Ostiguy is president . . . Ron Leonard, Odeon ad-pub chief, gave many upbeat interviews during his recent trip across the country, saying that the impact of TV is fading in the face of bigger and better films . . . Labor MP Sir Tom O'Brien, chief of Britain's theatrical unions, was defeated during the recent elections, which were a Tory triumph.

### To Produce 'Irresistible'

Ted Richmond will produce MGM's Irresistible.



BOB HESKETH of *The Telegram*, who introduced Argo Ron Kissell at the Variety Club dinner meeting, used to work at Empire-Universal. The meeting was a rewarding one in a number of ways. Dan Krendel announced that 2,000 VC Xmas cards had been purchased so far. Jack Fitzgibbons, convention chairman, asked for sponsors for the luncheons during the International gathering here May 31-June 4 and Sam Shopso-witz and Sam Wacker volunteered to pick up a \$1,500 tab each. And while I'm talking Variety let me remind you of the annual Xmas party at Variety Village, which will take place on Dec. 16 this year . . . *Morris Stein*, former Famous Players exec who operates Plaza Chevrolet, just bought his competition, Dane Hill Motors . . . Our newest subscriber: Sovexportfilm, Maly Gnezdnikovsky per. 7, Moscow, USSR . . . Welcome Mary Jolliffe to the local theatre scene for the O'Keefe Auditorium. Stratford's former femme flack is as likeable as she's capable . . . Coming of scents into theatre auditoriums isn't a first. That honor must go to the smart manager who blew the aroma of melting chocolate through an air vent and practically started a stampede for the candy bar . . . Congratulations to Ena Daley, a long-time friend of many of us, on her appointment as Welfare Commissioner for the City of Hamilton. Ena is Mrs. Tom Daley. Tom, this town's top manager for many years, is living in Hamilton and loves the place.



EMOTIONAL appetites seem to have become enlarged. At one time double bills made up of the same types of features—gangster, Western, musical and so on—were considered bad booking. The lack of films have forced such programming. Not only don't the patrons mind; they like them . . . The visit of 20th Century Theatres' managers to Toronto International Film Studios, as well as the convention explanations of what goes into a feature, have broadened interest in what's on their screens. A film used to be little more than a canned commodity to them. Now they argue about performances, direction, the story and other ingredients—just like insiders or film critics . . . *Man* told a psychiatrist that every time he put his hat on he heard music. The doctor tried it on his own head, agreed, took the hat into the examination room, came out in a little while and said there would be no more music heard from it. The man put his hat on, agreed gladly that the music was gone and asked the doctor how he had accomplished the miracle. "It was easy," answered the doctor. "I removed the band" . . . *Old joke*: I was looking at a copy of the *Toronto Leader* of 1864 and this met my eye: "Tombstones and headstones are taxed five per cent under the new law. A contemporary says grave objection arises."

THE TOWNE screened Columbia's *The Mouse That Roared* on the theory that if they laugh it up they'll talk it up. They did and are. It's a funny far-fetched joke; in fact, it was fetched from Israel and applied by the writers to the mythical Duchy of Grand Fenwick. The joke: To lose a war to the USA so that the loser can approximate the aid and prosperity that came to the losing Germans from the richest winner. On the same bill is Columbia's wordless French short, *The Golden Fish*, in which a cat, a fish, a bird and a small boy, all acting like themselves, simply fascinate the viewer . . . *Spence Caldwell* was reported to have said in NY that the annual rentals from TV films reach \$15,000,000 in Canada. The Dominion Bureau of Statistics gives the 1958 figure as \$6,336,346. Something doesn't add up . . . *Thanks* to the many traders who phoned and wrote good wishes for *One Thing & Another*, my Saturday column in *The Toronto Daily Star* . . . I liked Dr. John Irving's description on *Fighting Words* of one of Madison Ave.'s functions: "The engineering of consent" . . . At the Variety Club's football forum Martin Bloom asked Argo Ron Kissell the difference between college and pro football. Kissell: "The money" . . . *Ninth annual Sports Celebrity Dinner* run by the Ontario Sports Writers and Sportscaster Association for the crippled kids will be held Feb. 4. Seats via Harold Ballard, 480 Adelaide W., EM. 8-4858.

## ELECT PLUMB

(Continued from Page 1)

and business manager of the Saskatoon Star-Phoenix. Radio and TV stations were also represented.

Manager of the Capitol Theatre in Saskatoon, Reg Plumb, was elected president as successor to F. J. Lundholm of Swift Current. Wm. Johnston of Yorkton, who is with Rothstein Theatres, was elected vice-president and Jack Heaps, manager of the Met in Regina, is again secretary. Plumb and Heaps are with Famous Players.

Many theatres in Canada are reopening, since "communities found a theatre a necessity," Chaplin said. Good movies are doing more business than ever, frank presentation of controversial matters are being demanded by the public, drive-ins are receiving about 25 per cent of the national theatre gross and the making of films for TV has become a normal activity in the production industry.

Directors of the Association, along with Plumb, Johnston and Heaps, are A. M. Crawford, Watrous; G. R. Miller, Wynyard; R. R. Southam, Gainsborough; H. Durham, Shaunavon; G. M. Miller, Kelvington; H. Gunn, Regina; F. Beatty, Kerrobert; J. Marshall, North Battleford; J. Mahon, Prince Albert; F. Falkner, Tisdale; N. Warner, Saskatoon; F. J. Lundholm, Swift Current; A. J. Flach, Rosetown; E. E. Nelson, Hudson Bay; and R. D. Armstrong, Whitewood.

Heaps and Plumb were appointed delegates to the forthcoming meetings in Toronto of the National Committee of Motion Picture Exhibitors Associations of Canada and the Motion Picture Industry Council of Canada.

### Elizabeth Taylor Signed

Elizabeth Taylor has been signed by 20th-Fox to star in *Cleopatra* at the highest salary ever paid a female star for a single film, \$1,000,000.

## SHARP EXPANDS

(Continued from Page 1)

theatre supply business at the death of the owner and father and son operated both interests until 1944. That year W. G. Sharp bought Sharp's Theatre Supplies Ltd. from his father, who, in the subsequent years, sold off his theatre holdings.

Since 1944 the staff of three became 18, four of whom hold Alberta projectionist certificates and help operate the screening room that has been part of the firm since 1932. W. G. Sharp is a graduate in electrical engineering from the University of Alberta. Theatre service and maintenance is handled by Arthur E. Sick, who was a Naval expert in anti-submarine equipment during the war.



## CAN. TV STAKES

(Continued from Page 1)

tion of Motion Picture Producers and Laboratories of Canada touches on financial aid to production, quotas, customs duty protection, private bidding on Government film projects, suggested changes in the Canadian Broadcasting Corp. and the National Film Board, and the proposed 55 per cent Canadian TV content. Ralph Foster, chairman of the AMPPLC Industrial Development Committee, was in attendance for questioning.

Among those submitting briefs were the Canadian Association of Radio and Television Broadcasters, the CBC, Toronto International Film Studios, the Canadian Broadcasting League and the Canadian Labor Congress. Regulations drafted after the BBG's coast-to-coast hearings will go into effect on or about July 1, 1960.

The big thing to be decided is the BBG's 55 per cent proposal. The AMPPLC, to which the NFB also belongs, is not opposed to that percentage. The CARTB, the members of which are TV stations, wants it cut down and some telecasters suggest that 35 per cent is high enough. Commonwealth and French-language TV programs would count as 50 per cent with the BBG.

Toronto International, the CBL, the CLC, Upper Canada Broadcasting and the United Church were among those for the 55 per cent regulation. The Association of Canadian Advertisers and the Canadian Association of Advertising Agencies, like the CARTB, are opposed to any percentage but say that a smaller one than proposed is in order and that it should be about half of what is given the Canadian Broadcasting Corp., a federal agency.

The BBG will give consideration to applications for eight TV licences in locations presently monopolized by the CBC in the course of its meetings.

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## Short Throws

(Continued from Page 1)

auditorium capacity, as well as any other information of value. The CTC hopes to discover additional facilities through the survey, which is being directed by J. Bruce Swerdfager and is under the auspices of the Canada Council.

**MACHINERY** to establish the Canadian Centre of Films for Children was put into motion at a meeting of the representatives of 25 organizations in the CBC Board Room, Toronto. The Canadian Film Institute has received a grant from the Canadian National Commission for Unesco to prepare a catalogue of Canadian children's films for next Spring. The CCFC would collect, distribute and promote the production of children's films, as well as work towards easier international exchange.

**VIDEOTAPE** Productions Ltd. has been incorporated in Ontario, authorized capital being 1,000 shares without par value, and with headquarters in Toronto. Christopher Smith II Film Laboratories, Toronto, has been incorporated with authorized capital of 9,000 \$10 non-voting preference shares and 10,000 common shares without par value.

**CANADIAN** Section of the Society of Motion Pictures and Television Engineers met at the National Film Board, Montreal, last week. During the evening those present heard R. W. Curtis of the National Film Board speak on The Testing of Microphones in a Simple Enclosure and F. R. Crawley talked about the technical and administrative problems connected with Crawley-McConnell's production of the RCMP TV series. It was also a Ladies Night and the program chairman was R. S. Rekert of the NFB.

### Rank Ensures Special Films For Children

Existing contract between the Children's Film Foundation and The Rank Organization of the UK has been extended for a further two years.

Rank Film Distributors of Canada Limited will continue to make available in this country Children's Film Foundation films, which include hour-long features, serials, travel films and children's magazine programs. Many such films are currently programmed at Saturday matinee "Movie Clubs" through the Odeon circuit.

The Children's Film Foundation was set up eight years ago.



A. A. RICHARDSON

"Richie" is the busy British Columbia District manager for the recently-organized General Sound and Theatre Equipment Ltd. and attended its first national meeting, which was conducted in Toronto last week by Lloyd C. Pearson, president and general manager.

## TRANS-VIDEO

(Continued from Page 1)

by its president, J. B. Dunkleman, is moving right ahead under Robert Maxwell, production chief. So Dunkleman told Canadian Film Weekly. There have been many rumors of dissension among the principals.

"There is no dissension between Robert Maxwell and myself," said Dunkleman, "He's doing a fabulous job." Maxwell is one of the TV world's leading production figures, having produced such series as Lassie and Cannonball.

Five series are in a state of development, Dunkleman said. The pilot for one, National Velvet, is being made in Hollywood and the rest may be made here. The Shari Lewis Show, for which the pilot is completed, goes into production in December, with nine in the series ready for shooting. Dunkleman said that the output of TV commercials has exceeded the company's expectations.

"We had certain problems," he admitted, "but I'm not free to discuss them yet," he said.

The company leased Arthur Gottlieb's \$2,000,000 Canadian Film Industries plant, with its lab and three sound stages, for two years at \$100,000 annually, and has options for eight years. It recently offered a \$500,000 stock issue.

### OUR BUSINESS

(Continued from Page 3)

be others with an equal degree of experience, skill and the determination to make the same journey. Let us hope that the Government will not be slow in providing the raft of a subsidy in order to help others with such crossings.

**MAKE YOUR RESERVATIONS NOW!**

For the Annual

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ASSOCIATION of ONTARIO**

to be held

**MONDAY, NOVEMBER 23rd, 1959**

at the

**KING EDWARD HOTEL, TORONTO**

REGISTRATION  
9 A.M.

BUSINESS MEETING  
9.30 A.M.

LUNCHEON  
1 P.M.

Guest Speaker: WALTER READE, JR., of New York  
(Chairman of the Board of Continental Distributing, Inc.  
and President of the Walter Reade theatre circuit.)

Host for Reception prior to Luncheon — PEPSI-COLA CO. OF CAN.

**MOTION PICTURE THEATRES  
ASSOCIATION OF ONTARIO**

ARCH H. JOLLEY, Secretary

21 Dundas Square

EM. 4-9630

Toronto, Ont.



# STOP 'EM COLD even while the action's hot!



Feature the favorite...

**Coca-Cola** and  
TRADE MARK REG.

corral more sales  
for your whole  
trading post!

Podner, you got your loot when they mosied past the box office, and you're not mining another dime while the action's hot... *unless* you're flagging them down with a big play for Coca-Cola smack in the trail. Then wild horses won't keep 'em away from your stand!

Y'see, everybody loves the cold crisp taste of Coca-Cola! And it mates so great with all the vittles you sell, they'll stampede for more of everything... popcorn, candy... especially when you let the new Dole Citation Dispenser for Coca-Cola carry the mail. It's the Sunday-Best of dispensers, gives you sure-fire quality, dead-certain profit on every drink you draw. Stake your claim on more paydirt next time the straight-shooter from Coca-Cola Ltd. rides through.



SIGN OF GOOD TASTE